

Lee DeGross Appn. Number 10/022,627 Exam. Group/Art Unit 2173 Amnt. A contd.

SPECIFICATION:

The Office Action indicated that the specification of the above application number, 10/022,627, is not objected to. The following voluntary amendments are minor editorial and typographical corrections.

Page 3, 2nd paragraph, replace with the following paragraph:

Other minor prior art references are in the field of magazine publishing. There are print ads that present a foldout or centerfold-like spread pages. The purpose of these is not to hide, but to show a larger picture of an image so that it gives a larger than life feeling. There are occasional ads that ask the reader to rip out a paper cover to show something underneath. In many of these cases, the consumer knows the brand name and intent of these ads before ripping the paper cover off.

Page 6, 5th paragraph, replace with the following new paragraph:

The remainder of this section will detail in brief an internet ad door's static physical description which ~~consist~~ consists of three main areas. ~~[[They]]~~ These are the computer hardware, the internet as it looks on a computer monitor, and the ad doors themselves as illustrated in the ~~[[two]]~~ four drawings provided in this RPA.

Page 7, 1st paragraph, replace with the following new paragraph:

workstations and mainframes do not count for this invention because their size is inappropriate for the intended audience of ~~casual~~ internet users.

Page 7, 5th paragraph, replace with the following new paragraph:

The last major desktop device, the printer, is an output device that comes in all shapes, sizes, and types. The average ~~prineter~~ printer is typically a laser printer shaped like a medium-sized moving box. The printer's function, as the name implies, is to print or produce the hard copy (paper) output of the computer's work. The printer, though not essential to the invention, is included for the sake of thoroughness

Page 9, 5th paragraph, replace with the following new paragraph:

Fig. 1 shows what a website page looks like on a computer monitor with the internet online. There are standard web browser features ~~44~~ like navigation tools ~~40~~, and icon or button bars ~~24~~, a web browser ~~42~~, and a space for internet URL's (or internet domain

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names) 39. A scrolling bar is shown on the right of the ~~webplay-stage~~ website 33. Other things that are displayed outside a website ~~[[page]]~~ pages's contents 20 are various buttons and icons and drawings related to a computer's operating system 22. A mouse pointer 21 is shown larger than actual size and represents the primary selection method.

Page 10, 5th paragraph, replace with the following new paragraph:

As stated in the preceding description, the purpose of the internet ad door is to ~~[[bock,]]~~ block substantially ~~and contiguously~~, the space containing the internet advertisement. This is done with a non-advertising image or illustration or non-advertising moving images or illustrations of sufficient size to serve as a door. When the non-advertising image is selected, the door opens, disappears, uncovers, or unfurls to reveal the advertisement beneath.

Page 12, last paragraph, replace with the following new paragraph:

One such reason might be that the user did not recall the advertiser's name (like an insurance company) and wants to find out. Another reason might be that the user thinks the advertising spot is especially funny and wants to view it again. Still another reason might be that the user forgot a detail of the advertisement, like a telephone number or the date of a movie premier, and wants to double-check.

Page 13, 2nd paragraph, replace with the following new paragraph:

A major additional embodiment is to have an ad door be a short motion picture, television, video, or digital clip that plays when selected and disappears to reveal the advertisement. When selected, Kelly's face recedes and the famous clip plays ~~[[of]]~~ him singing and dancing in the rain in "Singing in the Rain". The ~~advertisements~~ advertisement is revealed after the clip ends.